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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

DBS5028 – E-COMMERCE
(For Diploma in IT students only)

27 May 2019
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages.
2. Answer **ALL** questions in **Section A** and **Section B** in the **Answer Booklet**.

Section A: 10 Multiple Choice Questions (10 marks)*Instruction: Write your answers in the Answer Booklet.*

1. Which of the following describes the B2C e-commerce business model?
 - A. A website that sells its products to an intermediate buyer who then sells the product to the final customer.
 - B. A website that sells its products directly to a customer.
 - C. A website that helps customers to sell their products by allowing them to post information.
 - D. A government website that trades and exchanges information with various business organisations.

2. _____ uses IT to gain competitive advantage by increasing employee productivity and improving efficiency and effectiveness of business processes.
 - A. E-commerce
 - B. Social business
 - C. Virtual world
 - D. Digital enterprise

3. Which of the following is an example of disintermediation?
 - A. An auction site in which many sellers entertain bids from one buyer.
 - B. Merchants participate on Shopee and Lazada marketplace to reach out to more customers.
 - C. Dell and Apple sell their products directly to customers on their websites.
 - D. A website in which multiple different companies advertise and sell their products.

4. Which of the following is an example of the direct marketing by manufacturer business model?
 - A. Sony Store
 - B. eBay
 - C. 11Street
 - D. Carousell

5. _____ refers to the situation when a producer or supplier bypasses the normal channel of distribution and sells directly to the end user over the Internet.
 - A. Channel conflict
 - B. Price conflict
 - C. Reintermediation
 - D. Niche market

6. Software applications for the administration, documentation, tracking, and reporting of training programs, including e-learning programs, classroom and online events are known as _____.
 - A. visual interactive simulation
 - B. learning management system
 - C. learning on-demand
 - D. social learning

Continued...

7. Classified ads, auctions and file sharing are primarily examples of _____ e-commerce.
 - A. C2C
 - B. B2B
 - C. B2E
 - D. B2B2C

8. Using Google Maps to navigate direction to a destination is an example of _____.
 - A. e-business
 - B. e-government
 - C. social gaming
 - D. location-based m-commerce

9. _____ is the process of automatically identifying a web user's physical location without that user having to provide any information.
 - A. Global Positioning System
 - B. Wireless application protocol
 - C. Wireless mobile computing
 - D. Geolocation

10. Which of the following is an example of business-oriented social networks?
 - A. Instagram
 - B. Pinterest
 - C. LinkedIn
 - D. WeChat

Continued...

Section B: 4 Structured Questions (40 marks)*Instruction: Write your answers in the Answer Booklet.***Question 1**

- a) Explain pure and partial e-commerce. List **TWO** examples for each. (3 marks)
- b) Describe **THREE** e-commerce revenue models. List **TWO** examples of websites for each model. (4.5 marks)
- c) Briefly describe **FIVE** benefits of e-commerce. (2.5 marks)

[TOTAL 10 MARKS]**Question 2**

- a) List **FOUR** e-commerce activities. Describe **FOUR** mechanisms that support these activities. (4 marks)
- b) Describe **FOUR** e-commerce business models. List **TWO** examples of website for each model. (6 marks)

[TOTAL 10 MARKS]**Question 3**

- a) What is distance learning? Briefly describe **THREE** benefits of distance learning. (2 marks)
- b) Differentiate between G2C e-commerce and G2B e-commerce. Describe **TWO** examples of application for each. (6 marks)
- c) Explain m-commerce and list **THREE** attributes of m-commerce. (2 marks)

[TOTAL 10 MARKS]**Question 4**

- a) Describe **FOUR** benefits of social commerce to customers. (4 marks)
- b) Explain **THREE** models of social shopping. List **TWO** benefits for each model. (6 marks)

[TOTAL 10 MARKS]

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